



eir Retail Survey Findings

2022

**101 survey
responses were
received**



Introduction to the Workplace Survey

During the pandemic, Retail Workers in eir were faced with various unprecedented challenges from temporary store closures to social distancing restrictions and a loss in earnings. At a time when many of our colleagues, friends and family worked from the safety their own home, members in eir Retail continued to serve the public with all of the risk that this entailed.

I have worked in Eir Retail for five years and I joined the Communications Workers' Union (CWU) when I attended a union induction during the first few weeks of my training. I made the decision to become a member of the CWU because having worked previously for non-unionised companies, I understood that the only way to improve terms and conditions was through strong union membership.

When Covid-19 happened, I decided to become more actively involved in my union and took up the position of Lead Worker Rep. My role was to ensure that my colleagues in Retail were as safe as possible during the pandemic and minimise any negative affects on our income.

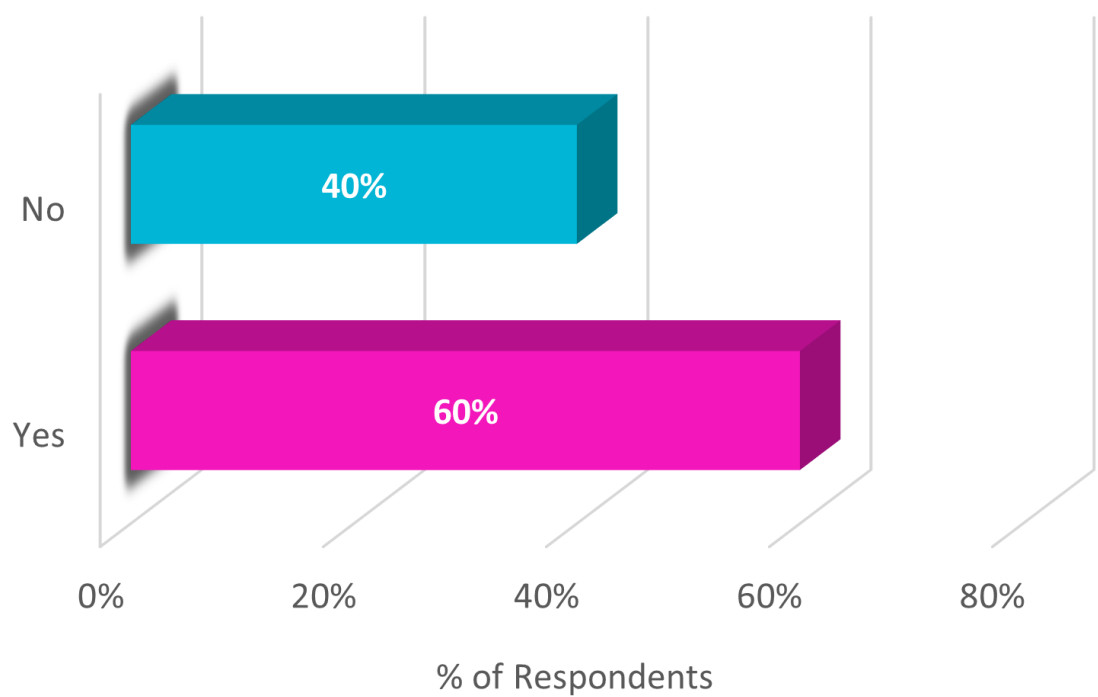
After restrictions lifted, I was eager to continue the work of representing my colleagues and the decision was made to conduct a survey of eir Retail Workers to gain an understanding of the issues facing us. In May, myself and CWU Branches visited retail stores across the country. During the course of the visits, many of our colleagues joined the CWU and I would strongly encourage those who have not yet become a member to do so. To receive your membership form , email your postal address to laura@cwu.ie

The survey results have now been collated and are presented in this booklet. Direct quotes from the survey are included to give voice to the experience of respondents while maintaining their anonymity. The findings of the survey have been presented to eir management to progress these issues for members.

***Rachel Carton
Bray Store
Lead Worker Rep
CWU NEC Member***

Question 1

Do you feel your targets are achievable?



Question 2

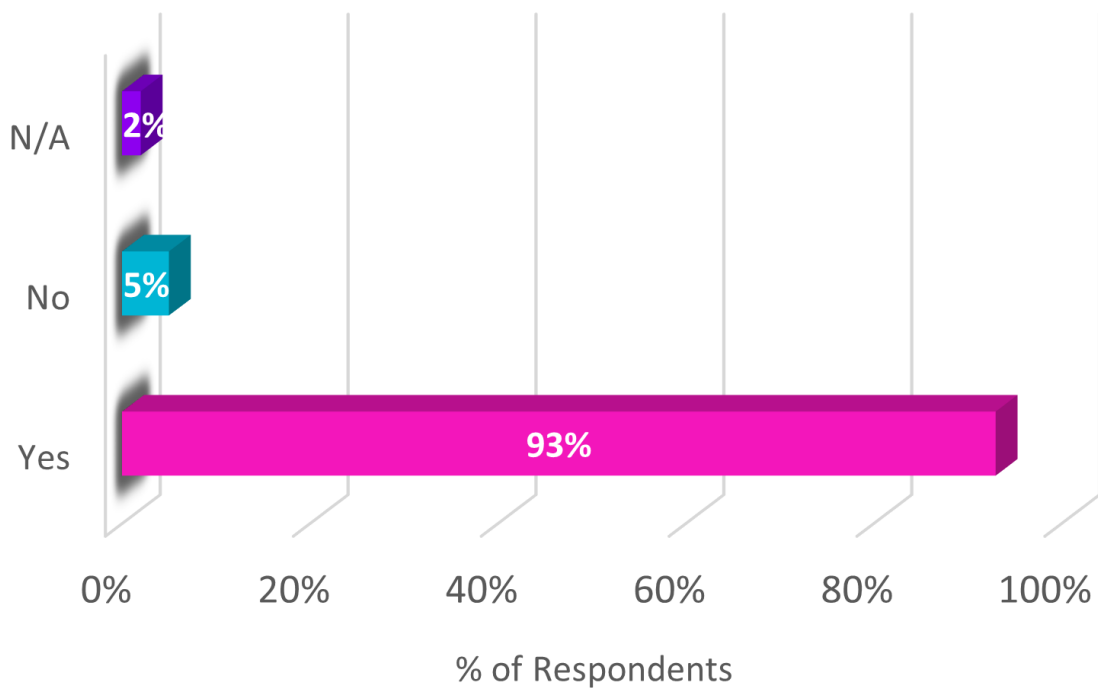
If no, in your opinion what adjustments would make targets more achievable?

Suggested changes for setting targets:

- ⇒ Adjust for lower footfall
- ⇒ Adjust for staff shortages
- ⇒ Consider time spent training new staff
- ⇒ Return contactless payments
- ⇒ Consider impact of system outages
- ⇒ Adjust for part-time hours

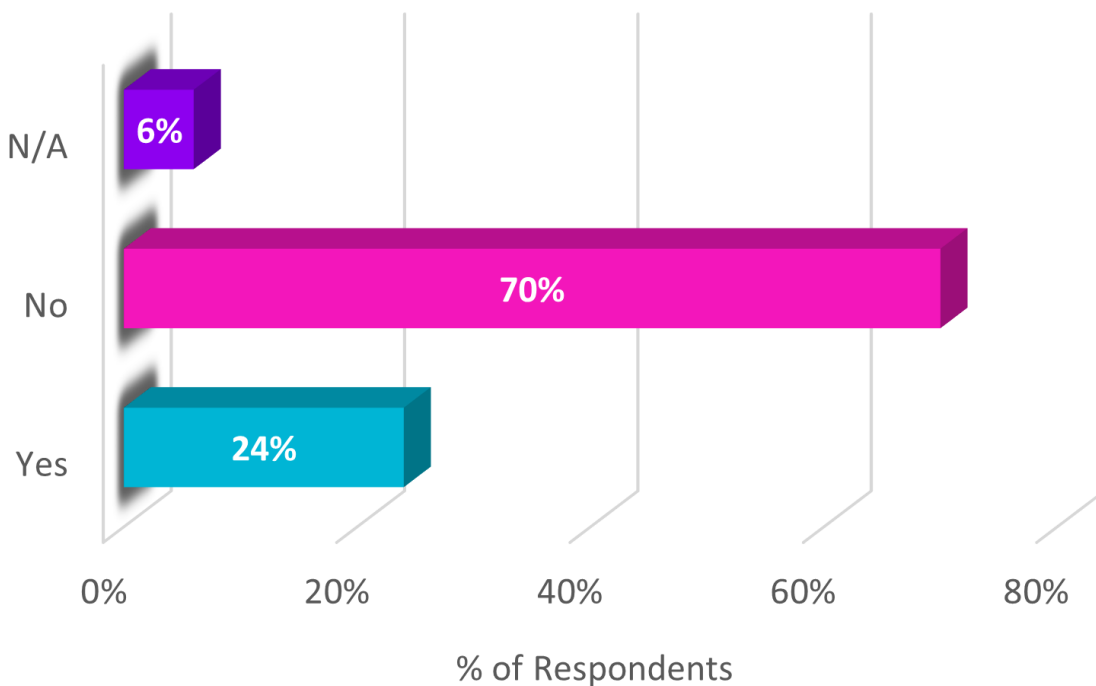
Question 3

Would you prefer to see a return of contactless payments?



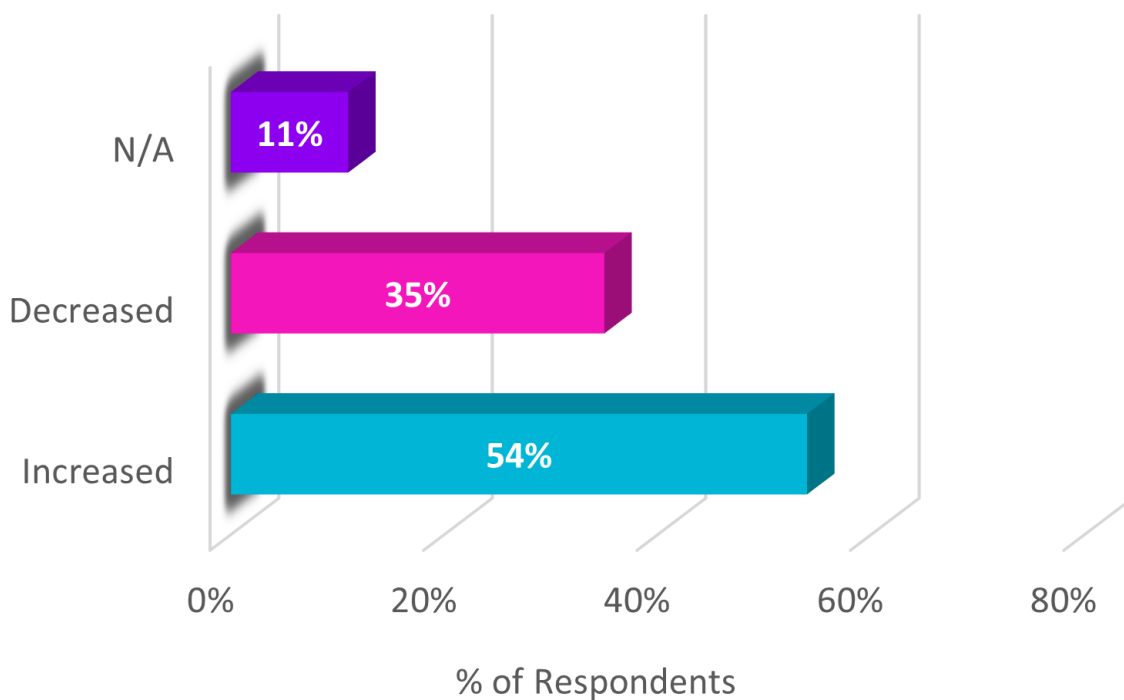
Question 4

Do you feel the new compliance measures requiring a Visa Card on handset sales has a negative impact on your sales?



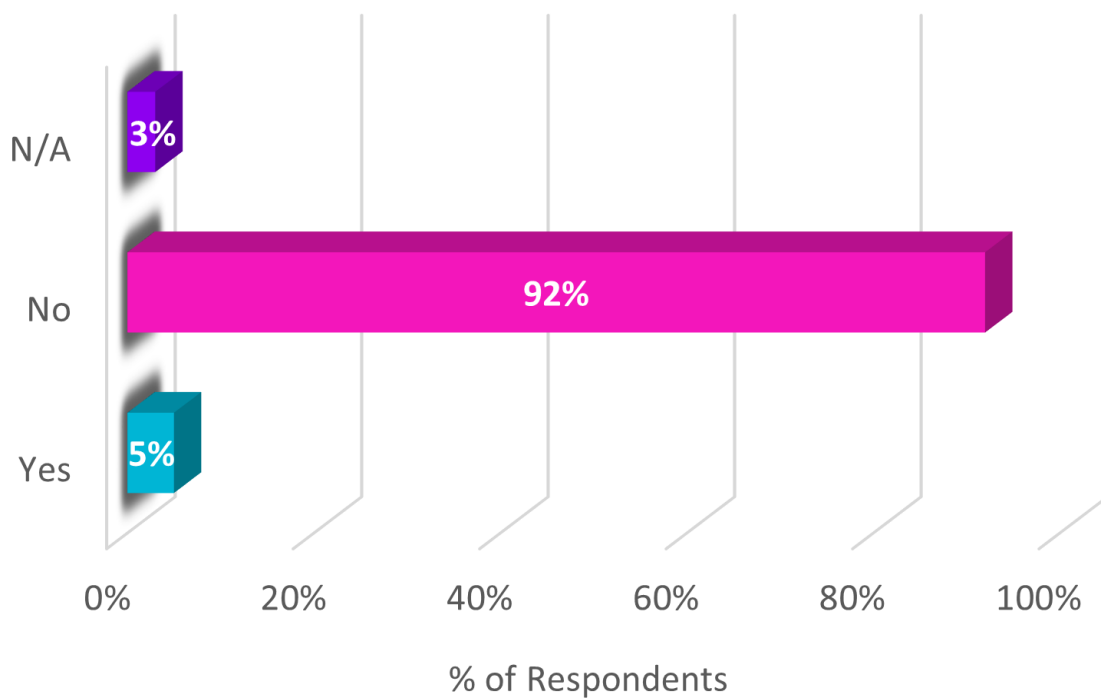
Question 5

In the last year, has the level of customer care queries increased or decreased in your store?



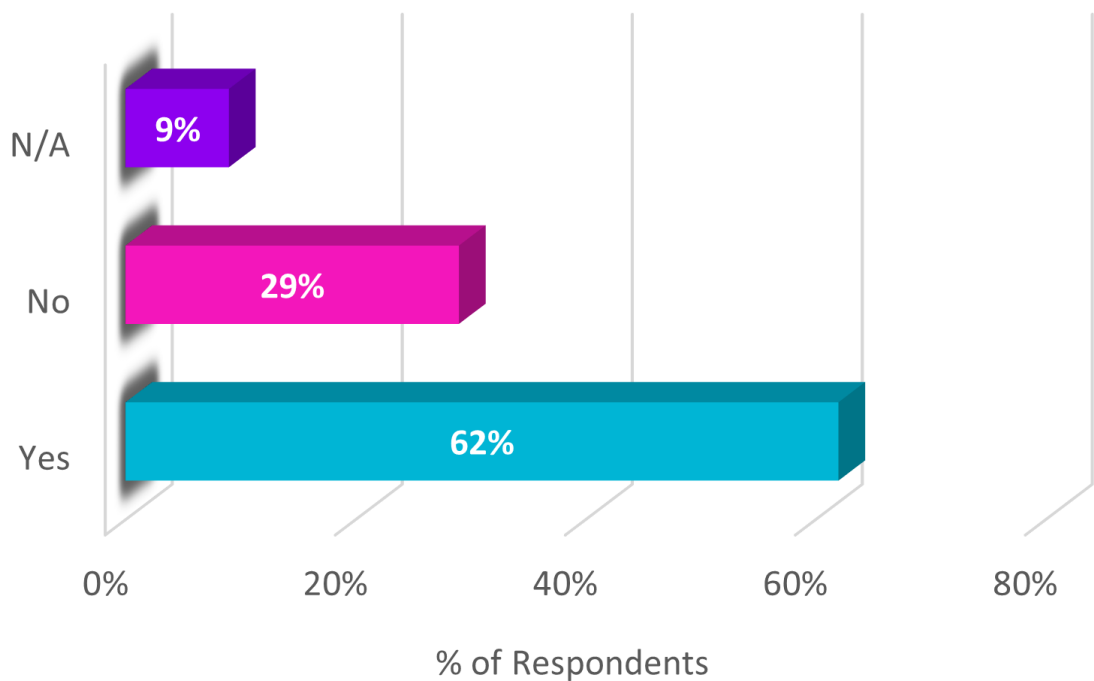
Question 6

Do you receive an average commission payment for annual leave?



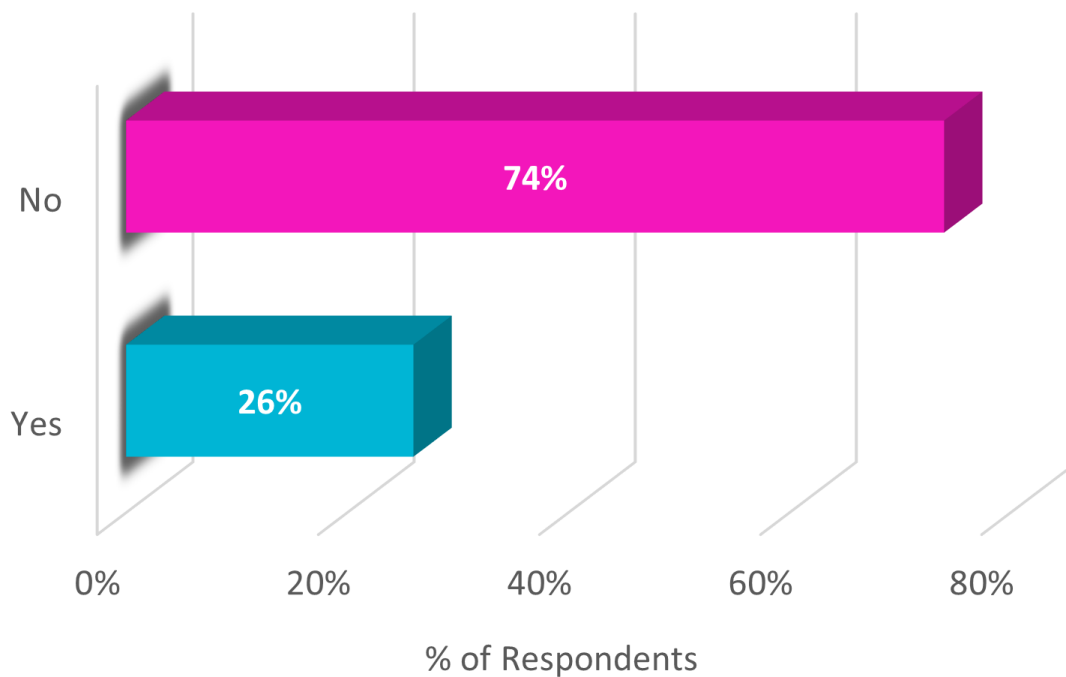
Question 7

Are your monthly earnings negatively affected when you take annual leave?



Question 8

Is lone-working an issue in your store?



Question 9

If yes, roughly how many times a week is lone-working occurring in your store?

Lone-working occurrences:

⇒ COVID sick absences

⇒ Annual Leave

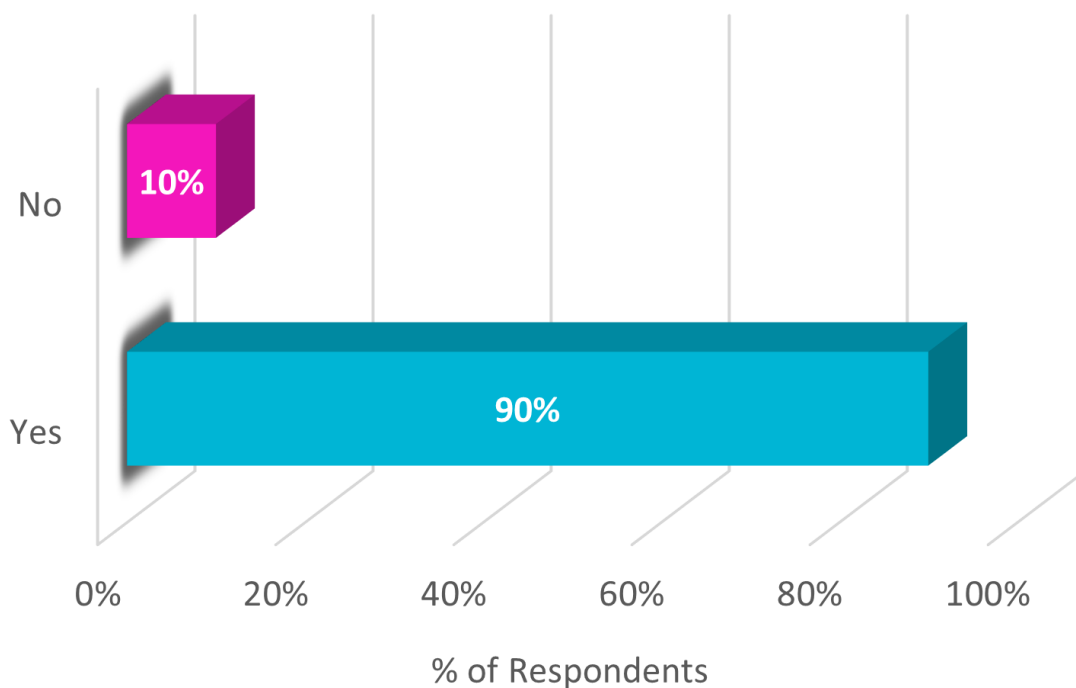
⇒ Sundays

⇒ Opening/Closing stores (1-2hrs daily)

⇒ Breaks when only 2 staff working

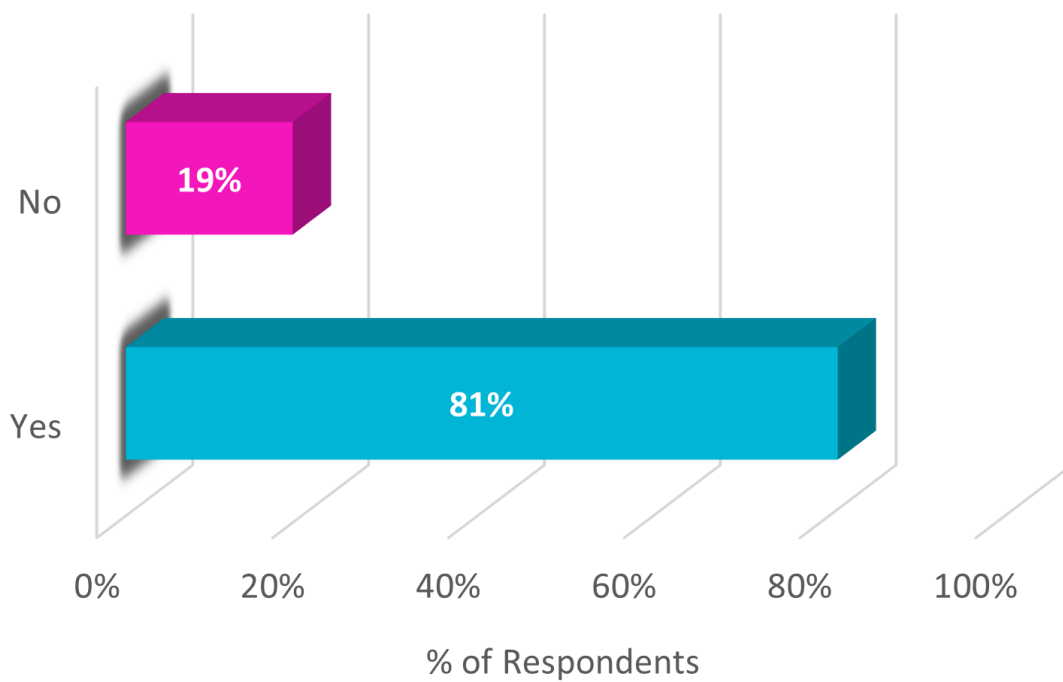
Question 10

Do you see value in establishing a Retail Forum to address common concerns / experiences of workers across Retail?



Question 11

Would you be interested in learning more about a Retail Forum?



Findings

The survey revealed that 60% of respondents feel that their targets are achievable, while 40% answered that their targets are unachievable. It's worth noting that the majority of those who stated that their targets are unachievable are based in Dublin stores. Comments to this question indicate that adjustments to targets should take into account low staffing levels, decreased footfall and time spent training in new staff members.

There was an overwhelming consensus on the question of contactless payments. 93% of respondents stated that they would like to see a return of contactless payments. Many workers reported that the loss of contactless payments is having a negative impact on their sales and commission.

Although eir are subject to rules of compliance, it is a welcome finding that the new compliance measures requiring a Visa Card on handset sales is not having a negative impact for the majority (70%) of respondents. Many staff during the store visits commented that it would be a welcome development for the company to expand cards accepted to include Revolut.

The survey included a question on the level of customer care queries in the last year. Whilst 54% of answers indicated that the level of queries had increased, staff reported that with both the improvements to customer care waiting times and the dedicated phones in stores, the queries are dealt with much quicker.

92% of those who participated in the survey answered that they do not receive an average commission payment when taking annual leave. Although, targets are adjusted for annual leave, 62% stated that their monthly earnings are negatively affected. During the visits many reported that, because they could be down money for taking holidays in week blocks, they request annual leave in groups of one or two days to minimise their loss.

When asked whether participants feel lone-working is an issue in their store, 74% answered no. Those who reported that it was an issue commented that it was largely attributed to staff absences relating to Covid and annual leave.

The majority (90%) see a value in establishing a Retail Forum to address common concerns/experiences of workers across retail. A further 81% answered that they would be interested in learning more about a Retail Forum.

Conclusion

The high level of participation and engagement in this survey is very encouraging, as it demonstrates an eagerness from eir Retail workers to effect positive changes in our workplace. The CWU has presented the findings of this survey to eir management and are engaging with them on the issues highlighted.

The power of a union comes from the strength and participation of the members, so it is essential that every one of us is a member of the CWU and has our voice heard.

Work is under way to establish a Retail Forum with the purpose of addressing common concerns/ experiences of workers in retail. To ensure that every region is represented, we aim to have at least one member in each area to be part of the Forum.

Any member interested in becoming involved, can email their details to Laura in CWU HQ
laura@cwu.ie



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